

**ABSTRACT**

This invention includes an apparatus and method for an electronic savings card. Two preferred systems are discussed: A Store Method and A Cellular Carrier Method. In the store method, a portable electronic device, like a cellular phone for example, transmits user data to the store's cash register identifying the shopper. The store's cash register then discounts the customer's bill accordingly and may optionally transmit customer and product data to a central computer. In the Cellular Carrier Method, the store's cash register transmits store identification data to a cellular phone. The cellular phone then sends store, customer and product data to the cellular carrier for data processing. The data is then sent in the form of customized reports to the store and to product manufacturers, thereby allowing the store and product manufacturer to reduce headcount and save data processing and infrastructure costs.

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